

Message Text

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FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 3248

UNCLAS MELBOURNE 0318

FOR SILLOWAY FROM CAMPAIGN MANAGER

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TAGS BEXP, AS

SUBJ: PROPOSED NORTH TEXAS COMMISSION IOGA TRADE MISSION TO
AUSTRALIA AND NEW ZEALAND

FOLLOWING ARE THE RELEVANT PORTIONS OF CURRAN LETTER TO NORMAN
ROBBINS, MANAGER - ECONOMIC DEVELOPMENT, FT WORTH CHAMBER
OF COMMERCE, CONCERNING PROPOSED NORTH TEXAS TRADE MISSION
TO AUSTRALIA.

1) MEDICAL EXAMINATION AND TREATMENT TABLES: A VERY
COMPETITIVE FIELD, WITH LITTLE LIKELIHOOD FOR PENETRATION
BY OVERSEAS SUPPLIERS, UNLESS APPRECIABLE PRICE DIFFERENTIALS
CAN BE OFFERED AND MAINTAINED.

2) PNEUMATIC SURGICAL TOOLS: A GOOD MARKET EXISTS FOR
ADVANCED TOOLS OF THE TYPE YOU DESCRIBED; FOR STANDARD TOOLS,
THE MARKET IS POOR, WITH A LARGE NUMBER OF COMPARATIVELY
LOW COST OVERSEAS COMPETITORS.

3) INORGANIC AND ORGANIC LABORATORY REAGENTS: THERE ARE
LIMITED OPPORTUNITIES ON THE AUSTRALIAN MARKET FOR THESE
PRODUCTS, ALTHOUGH MARKET PENETRATION WILL NOT BE EASY;
COMPETITION IS STIFF, BUT
AGGRESSIVE MARKETING OF COST COMPETITIVE, GOOD QUALITY REAGENTS
COULD PROVIDE SUCCESSFUL.

4) RESPIRATION MONITORS FOR HOSPITAL USE: A GOOD MARKET EXISTS
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IN THIS PRODUCT AREA.

5) DISPOSABLE SURGICAL PRODUCTS: THERE IS VERY LITTLE POSSIBILITY FOR EFFECTIVE PENETRATION OF THIS MARKET, WHICH IS VERY WELL COVERED BY DOMESTIC PRODUCTS AND LOW COST IMPORTS.

6) MEDICAL GAS PRESSURE REGULATORS: A MAJOR FOREIGN COMPANY DOMINATES THIS FIELD, AND PROSPECTS FOR U.S. FIRMS ARE POOR.
BRAND

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